



811 Logo Downloads Overview

CGA thanks you for your interest in downloading 811 logos and assisting us with our mission of spreading the word about the importance of having buried utilities marked before digging. **Before using any 811 logos, it is very important that you read the [811 Logo Standards and Guidelines document](#).**

Getting started

The 811 logos and taglines in the [811 Logo Toolkit](#) are available in low- and high-resolution formats, in several different file types, and are intended to be usable for a wide range of applications – from websites, to print brochures, to shirt embroidery to digital display boards at sports venues.

This cheat sheet is designed to help you identify which logo files you'll need for which applications, but ultimately you will need to work with your designer, advertising or sales representative to provide them with the correct artwork files.

Low resolution vs. high resolution

You will find 811 logos and taglines organized into two categories: low resolution and high resolution.

- Low resolution (file types .JPG, .PNG, .DST): These files are smaller in size, and they are best applied to items that are designed to display relatively small logos. Low resolution logos and taglines may be suitable for website ads, email signatures and other web applications.
 - .JPG: Best used for small applications.
 - .PNG: Best used for mid-size applications.
- High resolution (.EPS and .PDF files): These files are larger in size, and can be layered into existing design files. (For example, if you are incorporating the 811 logo into a billboard design, you may need an .EPS 811 logo.) High resolution logos are best applied to large-scale or print displays, and may be suitable for print advertisements, billboards and large digital display ads, banners and trade show booth infrastructure.
 - .EPS: Best used for layering 811 logo into larger designs.
 - .PDF: Preferred format for many printers.
- Embroidery files (.DST): These files are exclusively used for embroidery applications.

Additional terminology

Some other terms used in the 811 logo file naming are below for your reference:

- Full color: These files are designed to be used in applications where a full range of color options are possible, and are the preferred way of displaying the 811 logo.
- Black and white, and grayscale: These files are designed for applications where only black and white color values are possible, or gray values.
- Two color: These files are useful when only limited color can be used; they render the 811 logo in green and black.
- Reverse: These files are created for use on dark backgrounds. For example, if you're adding a full color 811 logo to a website with a black background, you would download the "Full color 811 logo reverse.jpg" file from the 811 Logo toolkit. Special rules govern the use of 811 logos and taglines on dark backgrounds, so be sure to check the [811 Logo Standards and Guidelines](#).

Please email 811logo@commongroundalliance.com with any questions about 811 logo usage!